

GET ON THE BOAT

This New Line of Sustainable Throw Pillows Is Currently Sailing Down the Hudson River

You can preorder one and meet it at the dock

By Morgan Goldberg

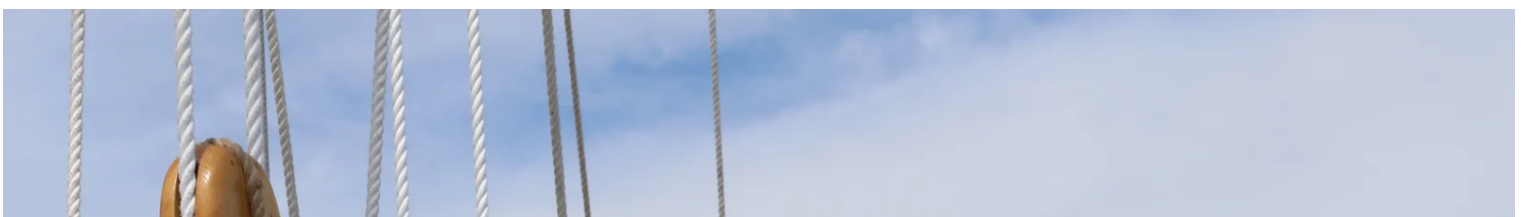
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[CRCL.EARTH](#) pillows on their way to the *Apollonia*. Courtesy of CRCL.EARTH

At this very moment, a debut collection of [circular throw pillows](#) made from recycled fast-fashion textiles sits aboard the carbon-neutral shipping vessel *Apollonia* as it sails from Hudson, New York, to New York City. This epic, sustainable journey is part of the launch of [CRCL.EARTH](#), a new pillow venture from design studio [LikeMindedObjects](#). The project is founder [Elise McMahon](#)'s response to two distinct issues that plague the material world.

While teaching upholstery classes, Elise learned that the majority of furniture cushions and interior pillows are made with [petroleum-based foams](#) that off-gas unhealthy chemicals. She also discovered that overproduction in the clothing industry leads to 11 million tons of [landfill waste](#) in the United States each year. On top of that, millions of garments are sent to vulnerable nations to occupy their landfills. "I became motivated to keep our American trash in America by trying to develop a concept for a business that could actually consume the discarded textiles and secondhand clothing in our own country," Elise explains.





The throw pillows getting cozy on the *Apollonia*. Courtesy of CRCL.EARTH

To create her problem-solving throw pillows, Elise invented a safe, clean insert composed of denim composite and shredded fabric from fast-fashion waste. The plan is to make a positive environmental impact by producing standard sizes of the inserts on a large scale and selling them to designers. Though working with a domestic factory put this idea in motion, Elise and her team have manufactured the first round of pillows themselves.

With blue jean and turmeric-dyed covers, the premiere batch is in good hands with *Apollonia*'s captain, mechanic, and engineer Sam Merrett. A leader in the upstate ethical DIY community, he's the perfect, ethos-aligned partner to help Elise kick off the line. "Sam's freight project reminds us of the history of the Hudson River," she says. "Its transport of local, regional products down to an urban center is such a beautiful, simple concept."

While the steel-hulled schooner is in transit, CRCL.EARTH is holding a "stowaway sale." New Yorkers can preorder a throw pillow for dockside pickup when the boat arrives at the port in Gowanus Bay on Friday, August 21. Customers will receive fellow *Apollonia*-transported goods [Treaty](#) CBD oil and [Yesfolk](#) kombucha as a bonus with the purchase. Plus, any leftover pillows will be available to buy at the [Hester Street Fair](#) on Saturday, August 22.

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